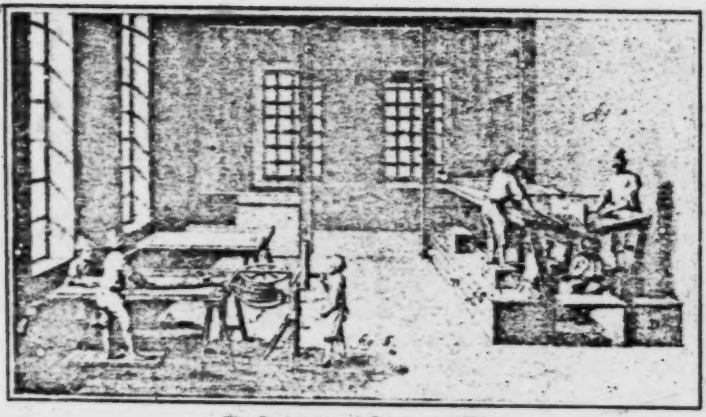
276



The Preparation of Tobacco in 1783.

655 foreign connections had been severed and both exports and imports had come to a standstill. Such was the difficult position which confronted those called upon to rebuild the monopoly.

Future prospects may be estimated from a comparison of the figures for the sale of cigarettes in former times and today.

276 In the year 1913, 6,349,000,000 cigarettes were sold throughout the entire Monarchy (which had then a population of 56 million), i. e. one cigarette every third day per head of population. In the year 1933, under the First Republic, 5,409,000,000 cigarettes were sold (to a population of 7,000,000), seven times as much per head as in 1913. In the year 1947, when supplies were limited and strictly rationed, 3,233,000,000 cigarettes were sold. Thus this much reduced Austria consumed a quantity of cigarettes which proportionately compares favourably with the figures for the old Empire. This will almost certainly continue to increase, as women are smoking more and more.

655 The Austrian Tabakregie is capable of coping with every increase of demand which may be expected. The elastic organisation of the concern as a modern joint stock company enables it to readjust itself rapidly to meet changing conditions. It is now only a question of obtaining supplies of raw materials, of restoring regular connections with foreign markets and of the provision of a reasonable amount of foreign currency for the Regie to be able to work to full capacity again as before the last war.